

Downtown Enhancement Advisory Committee Regular Meeting

Wednesday, April 17, 2024; 8:30 AM
305 N. Mt. Shasta Blvd, Mt. Shasta, CA
And
Grosse Borbach 11, Witten Germany

“Our mission is to maintain the character of our “small town” community while striking an appropriate balance between economic development and preservation of our quality of life. We help create a dynamic and vital City by providing quality, cost-effective municipal services and by forming partnerships with residents and organizations in the constant pursuit of excellence.”

Item
1. Call to Order
2. Roll Call
3. Public Comment Welcome to our meeting. The committee invites the public to address the committee on matters on the Consent Agenda and matters not listed on the agenda that are within the committee’s subject matter jurisdiction. If the Public wishes to comment on matters that are on the agenda, the committee will request comment when the matter is heard. The committee reserves the right to limit public comment on matters that are outside its subject matter jurisdiction. The committee may regulate the total amount of time on particular issues and for speakers (typically 3 minutes). The committee may place additional time limits on comments, to ensure members of the public have an opportunity to speak and the committee is able to complete its business. A group may be asked to choose a spokesperson to address the committee on a subject matter, or the committee may limit the number of persons addressing the committee whenever a group of persons wishes to address the committee on the same subject matter. Speakers may not cede their time to another. If there is an item of great community significance/interest and is within the committee’s subject matter jurisdiction, the committee may request the item be agendized for further consideration at a subsequent committee meeting.
4. Staff & Member Comments
5. Consent Agenda: a. Approval of Minutes: March 13, 2024
6. DEAC City Council Presentation Discuss DEAC’s City Council meeting presentation from April 10, 2024
7. Power Box Art: Next step in ordering and installing artwork

8. Façade Improvements:

Finalize mailers for businesses

9. Murals in Public Places:

Funding for murals and business locations

10. Future Agenda Items

- a. Budget
- b. Art in Public Places/Sculptures/Murals
- c. Events
- d. Power Box Art
- e. Bike Racks
- f. Streetscapes/Wayfinding Signs/Branding
- g. Downtown Expansion
- h. Parking Lot Improvements
- i. Façade Improvements
- j. Communications/New DEAC Banner/Photo op with bike racks

11. Adjourn

Availability of Public Records: All public records related to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at City Hall located at 305 North Mt. Shasta Blvd., Mt. Shasta, CA at the same time the public records are distributed or made available to the members of the legislative body. Agenda related writings or documents provided to a majority of the legislative body after distribution of the Agenda packet will be available for public review within a separate binder at City Hall at the same time as they are made available to the members of the legislative body.

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MOUNT SHASTA

DOWNTOWN ENHANCEMENT ADVISORY COMMITTEE

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SPECIAL MEETING MINUTES - Mount Shasta City Council – Wednesday, 13 Mar, 2024, 8:30am

STANDING AGENDA ITEMS

1. **Call to order:** Committee Member Ashley Hagge called the meeting to order at 8.37am
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2. **Roll call:**

Present: Ashley Hagge, Jake Pritchard, Erika Bruser, Dani Williams.

3. **Public Comment:** None
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4. **Staff & Members Comment:** The Budget for DEAC was discussed at the City Council meeting and funds were allocated for Chestnut St (old Bjers lot/Brown Owl lot) Parking lot. There is an immediate and large concern that without transparency of budget and funding, we cannot continue to operate as a committee. Also concerns about communication channels with decision makers, and what is the correct communication line to achieve our objectives, and understand where our funds are allocated to. Todd (City Mgr) addressed our concerns and will follow up. DEAC to attend City Council meeting 5pm, 8th April. Ashley to email Todd follow up of this conversation to action.
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5. **Consent Agenda:** Approval of Minutes: *Dani/Jake*

6. **Power Box Art:** Ashley/Erika working on layouts for children's art and flower of life piece. Jake concerns about quality of the images, before sending our artist agreement. If artists cannot supply high resolution images get them to deliver the original to the Gallery.

7. **Façade Improvements:** Letters are printed. The list is just building owners not business owners. Jake email Shelanee to get the Business Owners.

8. **Art in Public Places: On hold**

9. **Biketober Event:**

We all have serious concerns about budget allocations at this time, and have decided to put event planning on hold, until further information is revealed.

10. **Parkers Plaza:** On hold.

11. **Alleyway Spaces, Mural Projects:** On hold.

12. **Future Agenda Items:** Budget.

Adjorn: Meeting adjourned at 9.48am. Next meeting 17th April, Dani attending remote.
